

SWEETOPOLIA
CANDY SHOP

YOUR BRAND
→ LOGO HERE →

COLOR QUEST

A Colorful Adventure Awaits!

HELP RESTORE
THE COLORS
AND BRING
FUN BACK TO
SWEETOPOLIA!

PLAY.
MOVE.
RESTORE.
WIN!



WATCH THE STORY

Animated Short Film



PLAY THE GAME

Fun & Educational



COLLECT STEPS

Move. Learn. Grow.



CLIMB THE LEADERBOARD

Top Participants Win!



WINNERS WILL BE ANNOUNCED!



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Movement-Based
Engagement Platform

★ One Experience.
Countless Family Connections.



Powered by

oteogo



Engage. Move. Grow.

The Challenge

Traditional digital campaigns often rely on:

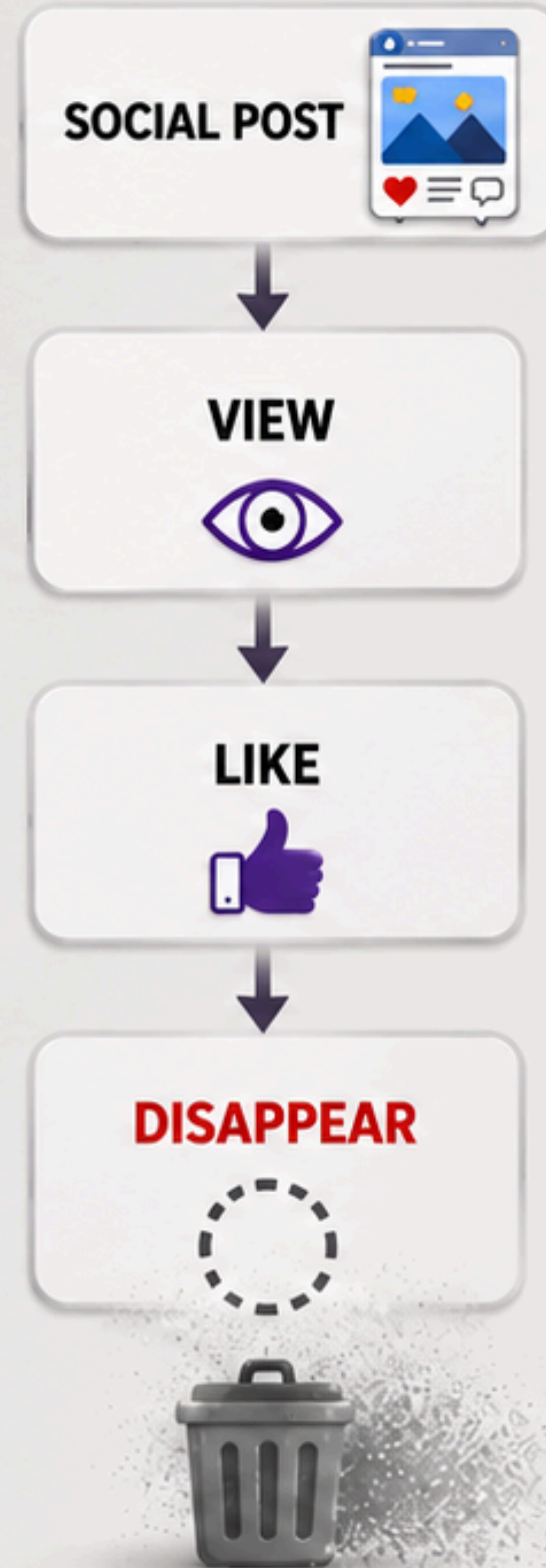
- ✗ Social media impressions
- ✗ Passive video views
- ✗ Platform algorithms
- ✗ Short-lived engagement

! Brands have **limited control** over how often content is shown to families.

What if **participation** became the goal?



TRADITIONAL FUNNEL



VS.

YOUR BRAND FUNNEL



YOUR BRAND LOGO HERE



★ From passive viewers to **active participants**.

More engagement. More data. **More impact.**

INTRODUCING

YOUR BRAND
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COLOR QUEST

HELP RESTORE THE COLORS!



TRICKY TRICK HAS STOLEN THE CANDY COLORS FROM SWEETOPIA CANDY SHOP!

Families are invited to help restore the colors through an exciting adventure of movement, fun, and teamwork!



PARTICIPANTS:

- 1 WATCH THE SHORT FILM**
Discover the story and meet the characters.
- 2 PLAY THE GAME**
Fun challenges that teach and entertain.
- 3 COLLECT STEPS**
Move, be active, and earn your steps.
- 4 SUBMIT YOUR RECORD**
Send in your steps and activity record.
- 5 CLIMB THE LEADERBOARD**
Compete, earn your place, and be recognized!

JOIN THE COLOR QUEST!

STORY

Animated short film that starts the adventure!

GAME

1250 02:35 3/10

YOUR BRAND
COLOR QUEST

Exciting missions, learning and movement challenges!

LEADERBOARD

1	Bright Stars	25,680
2	Candy Crushers	20,450
3	Color Champions	18,920
4	Team Rainbow	15,230
5	Happy Movers	12,870

Top participants are announced and rewarded!

TOGETHER, WE CAN RESTORE THE COLORS!



WINNERS WILL BE ANNOUNCED!

★ A STORY THAT INSPIRES.

🏃 A GAME THAT ENGAGES.

👟 MOVEMENT THAT MATTERS.

🏆 RECOGNITION THAT MOTIVATES.

YOUR BRAND
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THE [BRAND NAME] ENGAGEMENT ECOSYSTEM

One campaign.
Multiple touchpoints.

A complete engagement journey that connects storytelling, gameplay, movement, participation, and recognition.



Powered by
oteogo
Move. Learn. Engage.

 **SHORT FILM** | An engaging story introduces the mission and inspires families.



 **GAME** | Families play fun and educational games to complete challenges.



 **3D COLLECTIBLES** | Digital collectibles reward progress and bring the experience to life.



 **PARTICIPATION DATA** | Steps, missions, time, and activity records are captured securely.



 **EMAIL DISTRIBUTION** | Updates, tips, and motivation are delivered to families directly.



 **LEADERBOARD** | Participants climb the leaderboard and see how they rank.

TOP PARTICIPANTS

1	Bright Stars	25,680
2	Candy Crushers	20,450
3	Color Champions	18,920
4	Team Rainbow	15,230
5	Happy Movers	12,870

 **WINNER RECOGNITION** | Top participants are announced and rewarded for their achievements!



**ENGAGE.
MOTIVATE.
INSPIRE.**



Builds Stronger
Family Connections



Encourages Movement
& Healthy Habits



Supports Learning
Through Play



Creates Meaningful
Participation



Delivers Valuable
Engagement Insights

WHAT MAKES THIS DIFFERENT

We move beyond impressions to create real engagement
where families participate, move, and connect.

TRADITIONAL INFLUENCER	
	Depends on algorithms
	Views
	Likes
	Reach
	Passive audience
	One-time post

VS.

oteogo	
	Controlled platform
	Participation
	Movement
	Engagement
	Active families
	Ongoing experience



LESS CONTROL.
LESS IMPACT. LESS CONNECTION.



MORE CONTROL.
MORE IMPACT. MORE CONNECTION.



FROM PASSIVE VIEWS TO ACTIVE PARTICIPATION.

REAL MOVEMENT. REAL ENGAGEMENT. REAL RESULTS.



INTERACTIVE BRAND ELEMENTS

Immersive, on-brand experiences that families love and brands can own.



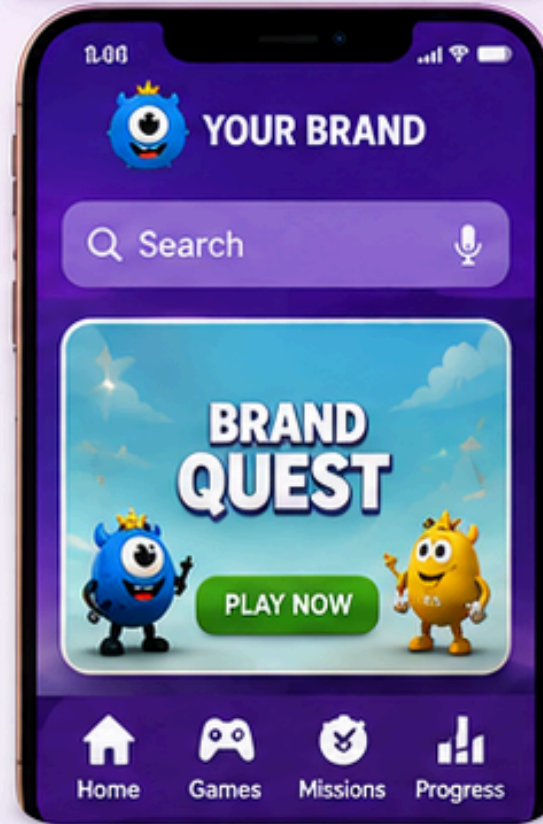
Every element is designed to engage, inspire movement, and drive participation.

BRAND QUEST GAME



Fun, educational games that combine storytelling, missions, and movement.

APP PLACEMENT



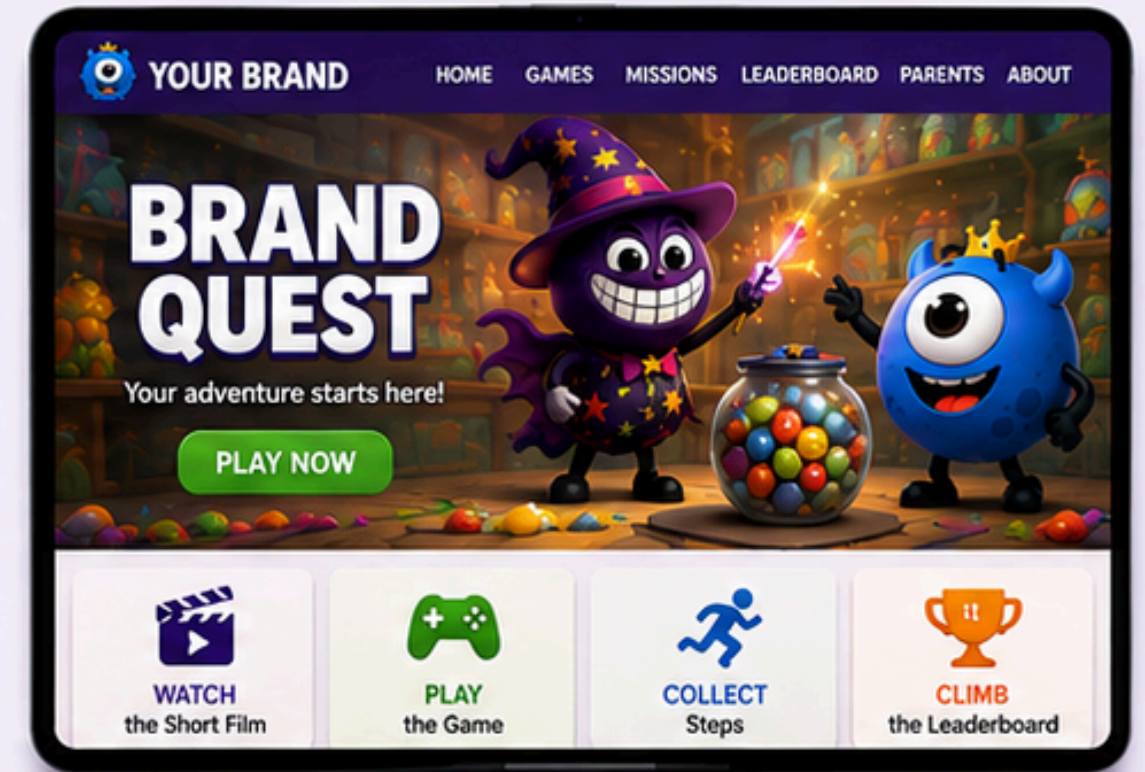
Prominently featured in the Oteogo app for easy access and maximum visibility.

3D COLLECTIBLES



Collect, display, and unlock 3D characters as you complete missions and challenges.

WEBSITE PREVIEW



A campaign hub with everything families need to watch, play, learn, and participate.

EXPANDABLE FEATURES

Designed to grow with your brand and keep families coming back.



BRANDED LEADERBOARDS

Custom leaderboards that highlight achievements and spark friendly competition.



DIGITAL COLLECTIBLES

Unlockable 3D items that bring excitement and encourage continued play.



SEASONAL CHALLENGES

Fresh challenges for holidays, events, and special moments throughout the year.



LIMITED-TIME CAMPAIGNS

Time-bound campaigns that create urgency and drive higher participation.



EDUCATIONAL TIE-INS

Learning opportunities that align with educational goals while keeping it fun.



INTERACTIVE ELEMENTS. REAL CONNECTIONS. LASTING IMPACT.



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BEYOND IMPRESSIONS. MEASURING PARTICIPATION.

Real engagement. Real actions. **Real impact.**

Oteogo captures the actions that matter—helping brands understand how families engage, participate, and drive results.



Overview

Participants

Games

Missions

Activity

Records

Reports

NUMBER OF PARTICIPANTS

24,568

▲ 18.6%
vs last campaign

TOTAL STEPS COMPLETED

125,680,320

▲ 22.4%
vs last campaign

GAMES PLAYED

56,320

▲ 19.1%
vs last campaign

MISSIONS COMPLETED

78,450

▲ 20.7%
vs last campaign

TIME ENGAGED

12,850 hrs

▲ 17.3%
vs last campaign

PARTICIPATION RECORDS SUBMITTED

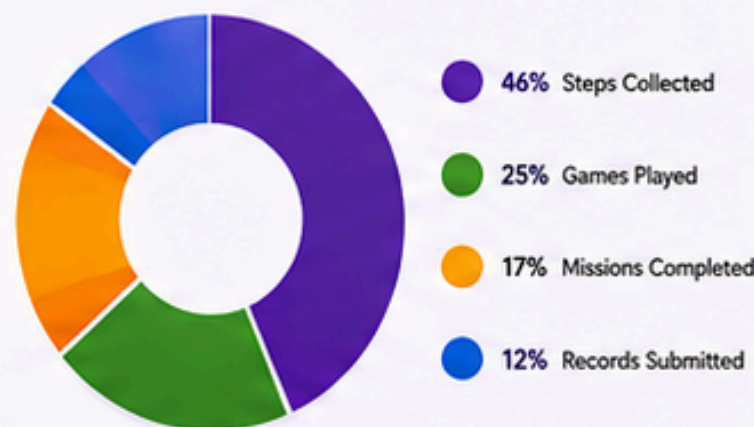
19,236

▲ 21.5%
vs last campaign

PARTICIPATION OVER TIME



PARTICIPATION BY ACTIVITY



TOP PERFORMING MISSIONS



These are more than numbers.

They represent active families, real movement, and meaningful engagement.

That's the power of Oteogo.



REAL PARTICIPANTS.
Real families.



REAL ACTIONS.
Real movement.



REAL ENGAGEMENT.
Real connection.



REAL RESULTS.
Real impact.



oteogo

DISTRIBUTION CHANNELS

REACH. ENGAGE. INSPIRE.


Reaching families where they are—with content they love and experiences that drive participation.



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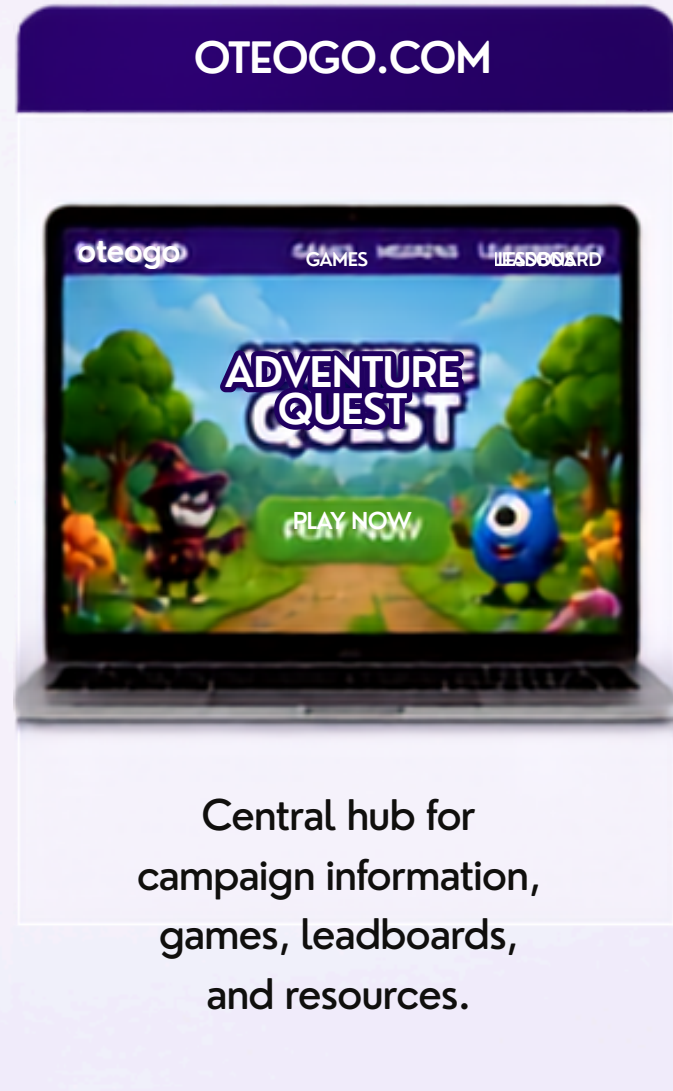
Oteogo combines **owned media**, **interactive experiences**, and family participation opportunities.

OTEOGO APP



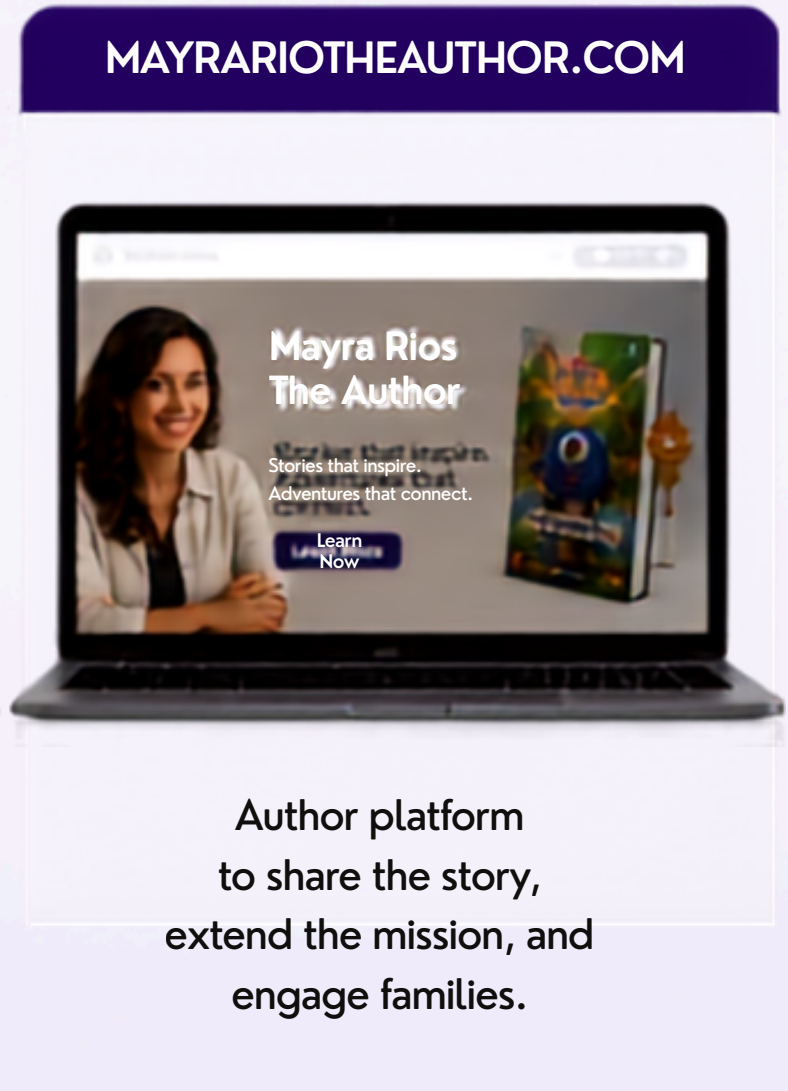
Interactive games, missions, movement challenges, and collectibles—all in one place.

OTEOGO.COM



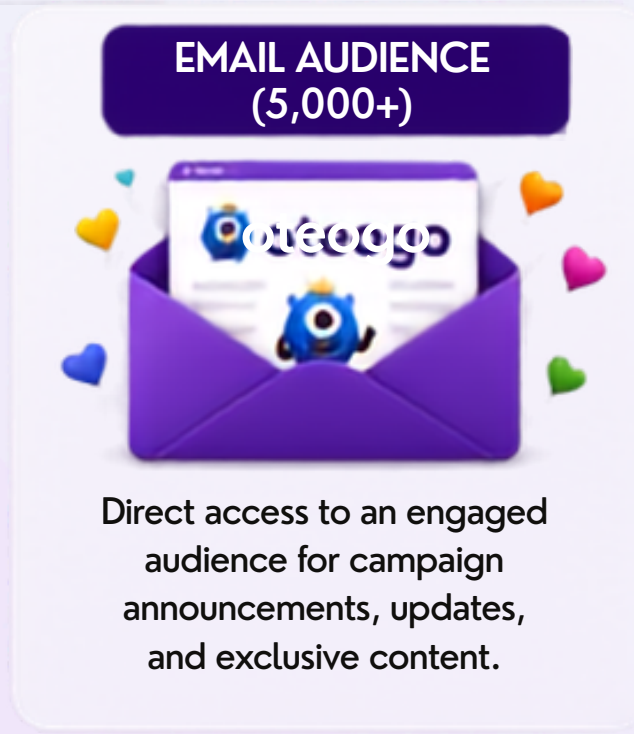
Central hub for campaign information, games, leadboards, and resources.

MAYRARIOTHEAUTHOR.COM



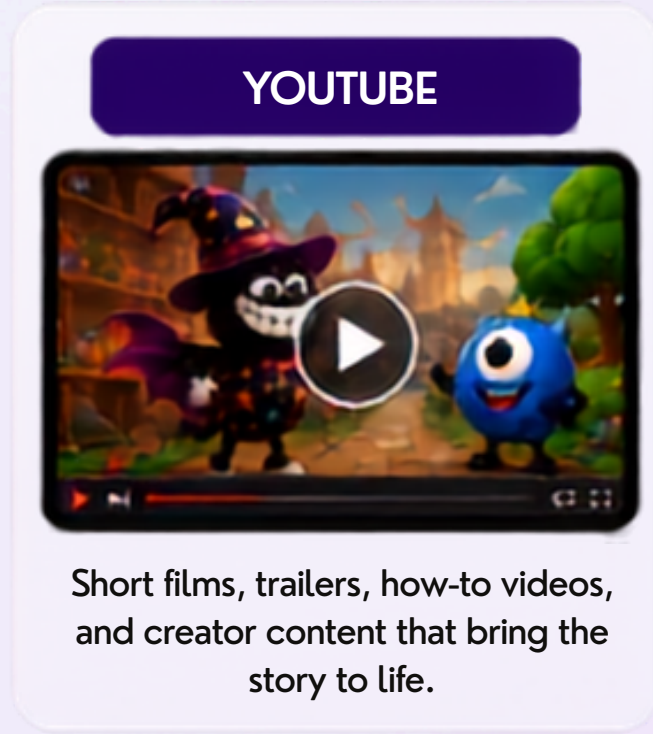
Author platform to share the story, extend the mission, and engage families.

EMAIL AUDIENCE (5,000+)



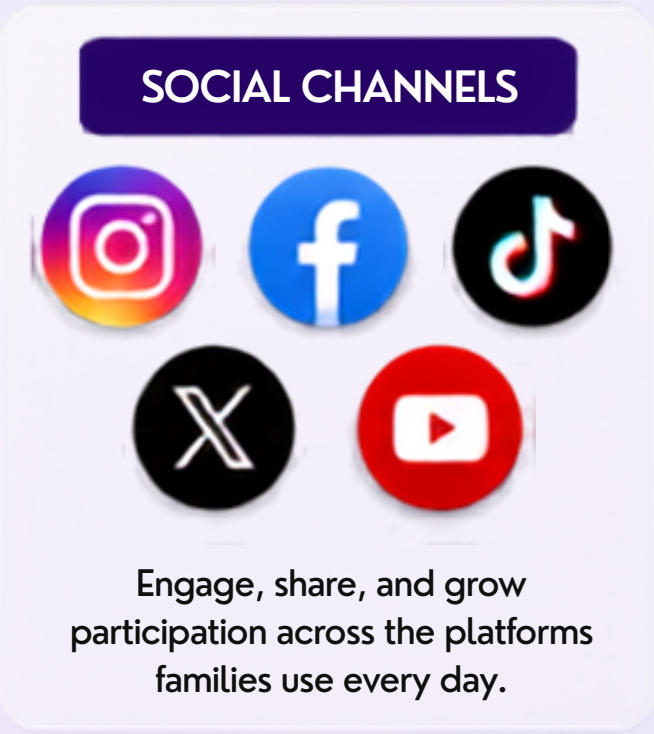
Direct access to an engaged audience for campaign announcements, updates, and exclusive content.

YOUTUBE



Short films, trailers, how-to videos, and creator content that bring the story to life.

SOCIAL CHANNELS



Engage, share, and grow participation across the platforms families use every day.



 **MULTIPLE CHANNELS. MAXIMUM REACH.**

 **OWNED MEDIA. GREATER CONTROL.**

REAL ENGAGEMENT. REAL CONNECTIONS.

MEASURABLE IMPACT. PROVEN RESULTS.








CAMPAIGN EXAMPLE

COLOR QUEST

An interactive adventure that gets families watching, playing, moving, and competing together.



DELIVERABLES

- ✓ Branded game 
- ✓ Animated short film 
- ✓ Interactive 3D collectibles 
- ✓ Leaderboard 
- ✓ Winner announcement 

ANIMATED SHORT FILM



BRANDED GAME



3D COLLECTIBLES



LEADERBOARD

TOP PARTICIPANTS		
1	 Oteo Super Star	25,680
2	 Candy Crushers	20,450
3	 Color Champions	18,920
4	 Quest Explorers	15,230
5	 Happy Movers	12,870

WINNER ANNOUNCEMENT



OPTIONAL



SEASONAL VERSIONS

Keep the adventure fresh all year long.



HOLIDAY EDITIONS

Themed content that celebrates what matters most to families.



RETAIL ACTIVATIONS

Drive foot traffic and in-store engagement with interactive displays and promotions.



COMMUNITY EVENTS

Bring families together through fun, movement, and friendly competition.



LET'S BUILD THE NEXT FAMILY ENGAGEMENT EXPERIENCE

Oteogo transforms stories into movement, games into participation, and brands into meaningful family connections.



REAL FAMILIES.
REAL ENGAGEMENT.



REAL MOVEMENT.
REAL IMPACT.



MEASURABLE RESULTS.
LASTING CONNECTIONS.



TOGETHER, WE CREATE
EXPERIENCES THAT MATTER.



Mayra Rios

Founder
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San Juan, Puerto Rico

LET'S CONNECT!

I'd love to explore how Oteogo can help your brand engage families in a whole new way.

Let's make an impact together!



STORIES. GAMES. MOVEMENT.
PARTICIPATION. IMPACT.



oteogo.com

The app, the games, the movement.
All in one place.



mayrariostheauthor.com

Stories that inspire. Adventures that spark imagination.

★ REAL STORIES. REAL MOVEMENT. REAL CONNECTIONS. REAL IMPACT.

Thank you for being part of the movement.